

## **KENTUCKY LIBRARY ASSOCIATION (KLA) STANDARDS AND GUIDELINES FOR SPEAKERS**

**SUMMARY:** These standards and guidelines are intended to provide guidance to speakers at events sponsored by KLA. Registrants attend conferences to gather information that can help them do their own jobs more effectively. To achieve this result for our members and guests, KLA desires that speakers and moderators:

- Have a significant knowledge and expertise of the subject area
- Should attempt to relate information keeping in mind how it can be used by members of the audience and the specific focus of the event.
- Have sufficient presentation skills to effectively communicate
- Do not engage in commercial presentations

### ***Guidelines for Speakers***

**Speakers are encouraged, but not required, to provide participants with bibliographies or handouts where appropriate.**

**Please ensure handouts are provided before the presentation begins.**

**Please use the microphone (and please speak directly into it) even if you think everyone can hear you.**

**It is strongly encouraged that speakers dress in business attire during presentations.**

**Please inform the audience of how you wish to handle questions, either throughout the presentation or at the end.**

**Please always repeat each question from an attendee before answering it even if you think everyone heard the question.**

**Speakers should avoid the use of language that could be construed as vulgar, inappropriate, sexist or as derogatory toward any group.**

**Presentations shall be limited to professional topics and shall be free from inappropriate humor, as well as, the expression of religious, political, philosophical, or other beliefs.**

**Speakers are encouraged, but not required to allow their session to be taped at the request of a participants or at the request of the Conference Planning Committee.**

**Speakers are not to promote a commercial product for personal profit or for the profit of others.**

- **The Kentucky Library Association is constantly striving to upgrade the quality of its conference programs. You can assist us in this quest by adhering to our philosophy that all conference presentations be educational and non-commercial. Our attendees desire and expect all subject matter to be presented in an objective manner. Sales pitches are not acceptable and ultimately not in the speaker's own best interest. It is also not acceptable to make disparaging remarks about a business or product.**
- **Commercial products such as software programs, innovative instructional strategies presented in articles or books, or specific manipulative materials may be demonstrated if done in a non-promotional way.**
- **Promotional literature/brochures may not be handed out at the presentation.**
- **Major commercial affiliations of a speaker (relevant to the presentation) are to be communicated clearly in the program, in the presentation, and in any printed material given to the participants.**
- **Violations of these guidelines may result in a speaker not being accepted for future Kentucky Library Association programs.**

**Please include contact information for attendees who wish to obtain more information.**

**Please ensure your session begins and ends on time.**

**KLA strongly encourages speakers to notify KLA immediately in the event that an emergency should prevent him or her from presenting a session, and to the best of their ability, attempt to provide a substitute to fill the vacancy.**